



BrightLife Kids

A CalHOPE program by Brightline

Get families support with the tough stuff and help kids thrive

RESOURCE TOOLKIT

This toolkit is your guide as you learn and share information about BrightLife Kids — free behavioral health coaching for California families with kids ages 0–12.

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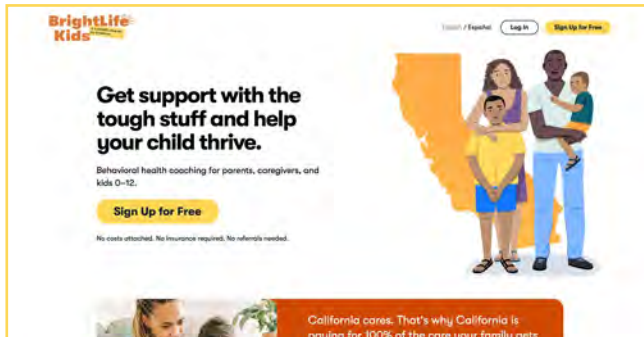
Thank you and how to learn more

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ABOUT THIS CALIFORNIA INITIATIVE: BRIGHTLIFE KIDS AND SOLUNA

The Children and Youth Behavioral Health Initiative ([CYBHI](#)) is a \$4B+ package of investments initiated by Governor Gavin Newsom to support California's kids. One of their goals is to give kids and families the opportunity to receive expert behavioral health support in an easy-to-access, digital format.

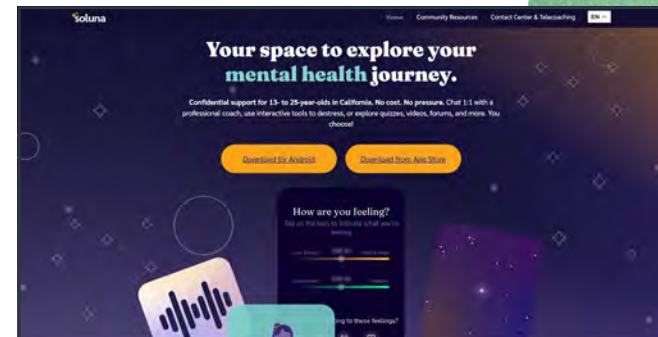


BrightLife Kids

0 – 12 YRS

BrightLife Kids is a CalHOPE program created by Brightline and 100% paid for by the state of California. We provide free behavioral health coaching to all California families with kids ages 0–12. BrightLife Kids helps with things like sleep issues, worry, social skills, and more. Families can schedule 1:1 video sessions, access secure chat, view on-demand content, visit our private Peer Communities, and get help with referrals. BrightLife.Kids/ca

BrightLife Kids
A CalHOPE program by Brightline



Soluna

13 – 25 YRS

The State of California has chosen Kooth to provide teens and young adults who are ages 13–25 and living in California an anonymous, digital platform where they can safely explore mental health concerns and seek support anytime. The new program, called Soluna, launched in January 2024 and provides equitable, appropriate, and timely behavioral health services. SolunaApp.com

soluna
a CalHOPE Program by Kooth

BrightLife Kids is a CalHOPE program created by Brightline to support the behavioral health of every child ages 0–12 who lives in California.

There are no costs attached. No insurance is required. And no referrals are needed.

BrightLife Kids is 100% paid for by the state of California and offers:



Dedicated coaches

Live, 1:1 video coaching sessions and the ability to send secure chats with a dedicated coach



Easy access

Simple sign up, virtual coaching (until 8pm!), and on-demand digital tools like articles and videos



Free referrals

Guidance to community resources for families who may need help outside of BrightLife Kids



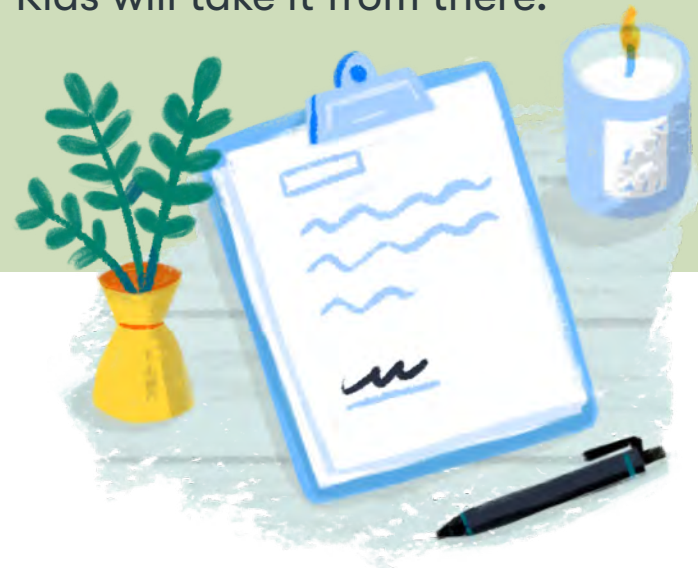
Privacy

Your family's information will always be kept confidential

How teachers/school staff can help families get BrightLife Kids

Use one (or all!) of the options below:

- ☐ **Email:** Choose a template and spread the word to [teachers, aides, school staff](#) and the [families in your classroom](#) (or send to your own friends/family)
- ☐ **Flyers and postcards:** Keep a stack of each on your desk to send home with students or parents/caregivers
- ☐ **Poster:** Hang on your classroom or office wall
- ☐ **[Social media, newsletter, and intranet blurbs](#):** Already written for you, so you can easily post about BrightLife Kids on your professional/personal platforms
- ☐ **Send a family our way:** Visit brightlife.kids/referral to refer a family to us. Someone from BrightLife Kids will take it from there.



COPY AND PASTE
YOUR OPENING PARAGRAPH →



From: Leadership or your HR/Benefits Team

To: School or Company Staff

Introducing BrightLife Kids — free behavioral health coaching for California families

Hello, <first name>,

We are excited to share an important CalHOPE program* with you.

Created by Brightline and 100% paid for by the state of California, BrightLife Kids offers free behavioral health coaching to California families with kids ages 0–12. **Insurance isn't required, no referrals are needed, and there is no cost to the families.**

Coaching is done in private, 1:1 video sessions and via secure chat. Families are matched with a dedicated coach, so there's no starting over each time. And families also have access to on-demand digital resources like articles and videos that can help between sessions.

BrightLife Kids helps:

- **Kids learn** how to manage big emotions, friendships, self-confidence, and more
- **Parents/caregivers build** confidence and structure
- **Families deal** with challenging milestones, behaviors, and transitions
- **Teachers/staff focus** on helping students learn, develop, and have fun

BrightLife Kids coaches:

- **Are bilingual in English and Spanish;** families can receive coaching in 17 other languages** with the help of interpreter services
- **Have training and experience** working with those who have LGBTQ+, BIPOC, and other important identities
- **Come from diverse backgrounds** (just like the families they work with) and are sensitive to different cultures, traditions, and values
- **Specialize in personalized coaching for kids** and families and know when it's time to refer families to a higher level of support in the community

Encourage your families to sign up at brightlife.kids/ca today.

*The Children and Youth Behavioral Health Initiative (CYBHI) is a \$4B+ package of investments initiated by Governor Gavin Newsom to support California's kids. One of the goals of CYBHI is to give kids and families the opportunity to receive expert behavioral health support in an easy-to-access, digital format. Brightline was chosen out of hundreds of vendors to be the partner for children ages 0–12.

**Many coaches are bilingual in English and Spanish. Interpreter services are available in Chinese, Vietnamese, Tagalog, Korean, Armenian, Russian, Farsi, Japanese, Arabic, Cambodian, Hindi, Hmong, Thai, Laotian, Punjabi, Mien, and Ukrainian

**COPY AND PASTE
YOUR OPENING PARAGRAPH**



From: Teachers/Staff

To: Families

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Flyer (8.5x11in)

Use this BrightLife Kids overview for your families. You can print copies to keep in your classroom or office, or send it out in an email.



[DOWNLOAD ONE PAGER](#)



Postcard (5x7in)

Use this BrightLife Kids overview for your staff and families. You can print copies to keep in your classroom or office, or send it out in an email.



[DOWNLOAD POSTCARD](#)

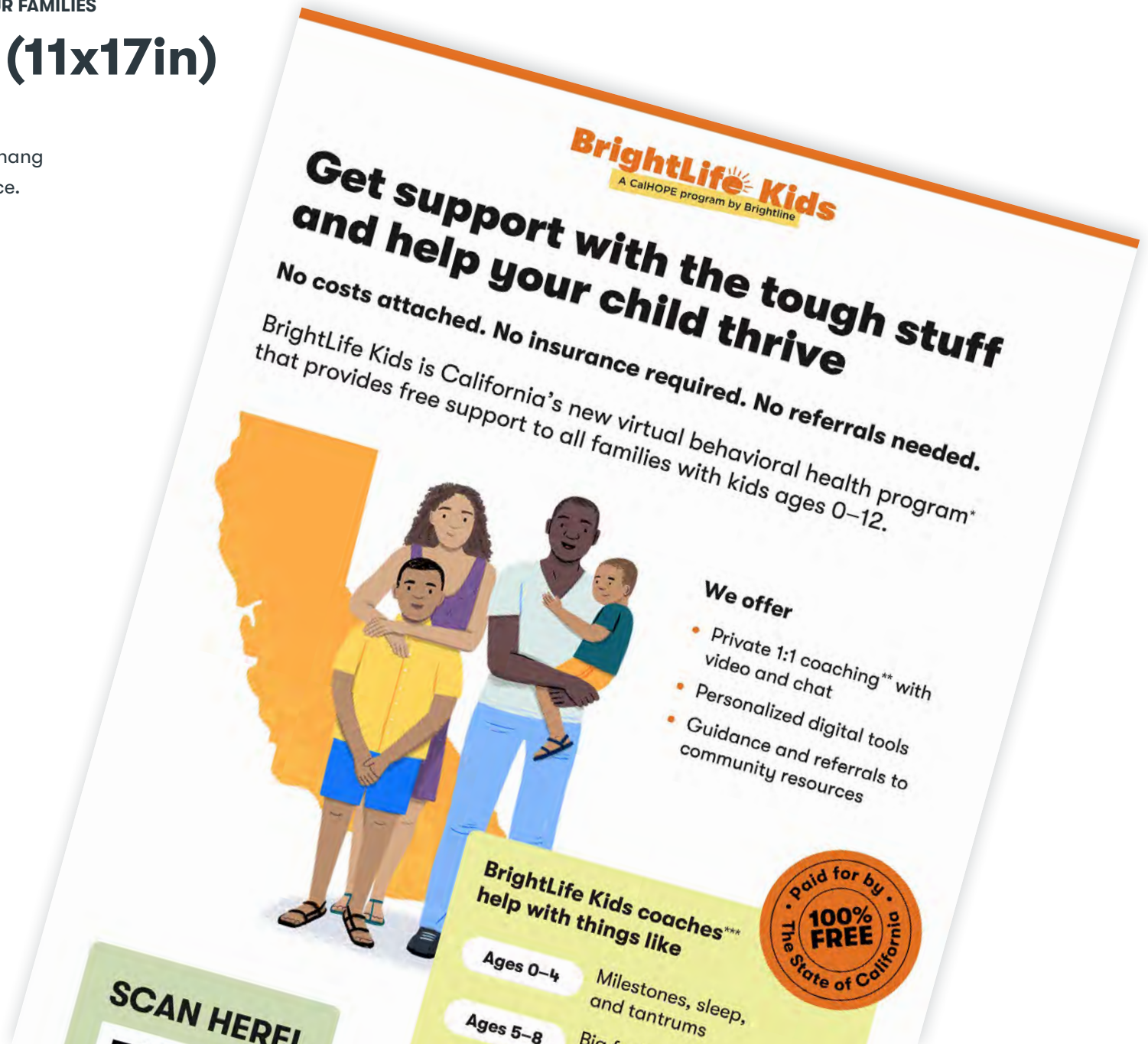


Large Poster (11x17in)

Use this BrightLife Kids overview for your families. You can print and hang this poster in your classroom or office.



[DOWNLOAD POSTER](#)



BrightLife Kids is here! BrightLife Kids offers free behavioral health coaching to all California families with kids ages 0–12. Insurance isn't required, no referrals are needed, and there is no cost to the families. Coaching is done in private, 1:1 video sessions and via secure chat. Families are matched with a dedicated coach, so there's no starting over each time. And families also have access to on-demand digital resources like articles, videos, and a peer community that can help between sessions. Get started at brightlife.kids/ca today!

BrightLife Kids is here! For those quick parenting questions or for ongoing support working through tantrums, study skills, or worry, BrightLife Kids is here to help. This free program is for California families with kids ages 0–12. Sign up at brightlife.kids/ca today to access live, 1:1 video coaching sessions, peer communities, and on-demand digital resources.

BrightLife Kids is here! If you live in California with kids ages 0–12, you have access to BrightLife Kids. Paid for by the state of California, BrightLife Kids provides private, 1:1 behavioral health coaching and support to families via live video and secure chat. Sign up at brightlife.kids/ca and ask any parenting question to get started!

Get support with the tough stuff and help your child thrive. Private, 1:1 behavioral health coaching via live video for California families with kids ages 0–12. No costs attached. No insurance required. No referrals needed. Sign up at brightlife.kids/ca today.

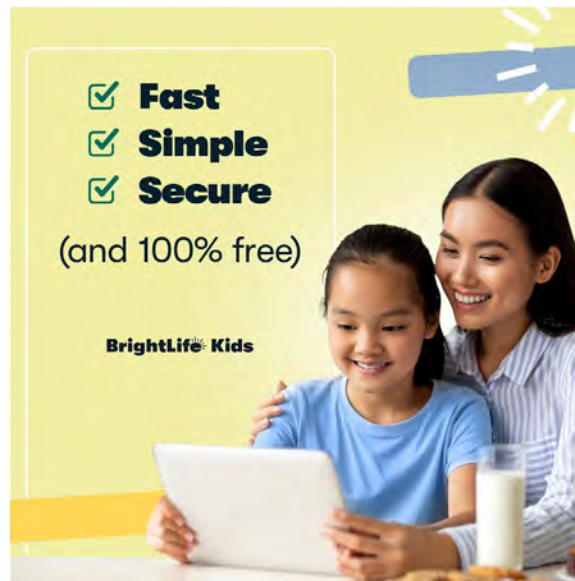
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The online coaching for my daughter has been a game-changer. She's now armed with a toolkit of emotional strategies, so instead of getting overwhelmed, she's got a plan."

— BrightLife Kids parent





DOWNLOAD THESE SAMPLE
SOCIAL POSTS



About BrightLife Kids Coaches

- ✓ They are from **diverse backgrounds** (just like the families they work with) and are sensitive to different cultures, traditions, and values.
- ✓ Many coaches are bilingual in **English and Spanish** (coaching is also available in 17 other languages through interpreter services) and are **experienced working with those who have LGBTQ+, BIPOC, and other important identities.**
- ✓ Coaches are **able to understand and support common issues** that affect the behavioral health of kids ages 0–12, including sadness, worry, anger, social challenges, family relationships, difficulties with friends, bullying, self-confidence, and more.
- ✓ They're **uniquely qualified to coach kids** and who know when it's time to refer families to a higher level of support in the community.



BENEFITS FOR PARENTS/CAREGIVERS

We help parents and caregivers build confidence, structure, and stability — we can help them be the support their child needs.



Ages 0–4

Infants/ Toddlers

Coaching for new(ish) parents/caregivers

- ✓ Learn how to identify typical development milestones and when it's time to seek help
- ✓ Help kids make friends and show kindness
- ✓ Work through frustration/tantrums with toddlers
- ✓ Build patience with defiant behavior
- ✓ Get kids to try new things, places, and foods
- ✓ Expand vocabulary and ways to communicate
- ✓ Create strategies for separation anxiety
- ✓ And more



Ages 5–8

Kids

Coaching for kids and parents/caregivers

- ✓ Learn to express big emotions like sadness, worry, and anger in healthy ways
- ✓ Encourage age-appropriate independence and responsibility
- ✓ Balance alone time with social time
- ✓ Build organizational skills that help at school and at home
- ✓ Eat to fuel growing bodies
- ✓ Allow/balance/manage time on screens
- ✓ And more



Ages 9–12

Preteens

Coaching for preteens and parents/caregivers

- ✓ Set boundaries online/on social media (how much is okay and how to use it safely)
- ✓ Help kids stay true to themselves when peer pressure starts
- ✓ Improve friendships at school and relationships at home
- ✓ Manage relationships at home and friendships at school
- ✓ Develop healthy ways to solve issues with sleep, school, and stress
- ✓ Foster self-acceptance, acceptance of others, and personal values
- ✓ And more

BENEFITS FOR KIDS

Kids of every age are faced with all kinds of day-to-day challenges. Learning how to handle them in healthy ways gives them skills they can use their whole life.

BrightLife Kids can help kids with:

Making and keeping friends

Listening in class

Talking about feelings

Boosting confidence

Focusing on lessons

**Navigating sadness, worry,
or anger**

Managing screen time

Organizing classwork

**Finding connections when
feeling left out**

Using social media wisely

Finishing homework

Combating bullying

BrightLife Kids supports the behavioral health of kids and families which helps school staff benefit from:

- ✓ **Reduced pressure on teachers** to handle challenging behavioral issues themselves
- ✓ **Less disruptions** for students
- ✓ Recentering a **focus on teaching**, learning, and keeping classes running smoothly
- ✓ **Time to continue rebuilding students' social and emotional learning skills**
- ✓ Participation of kids AND parents/caregivers in coaching sessions which helps keep the **whole family aligned on goals**



FAQs

Who is BrightLife Kids for?

BrightLife Kids is for all California families with kids ages 0–12.. Parents and caregivers can turn to BrightLife Kids for expert advice and peer support. They can also learn how to handle milestones, phases, and challenging behaviors. Kids discover ways to manage worry, how to express big feelings like anger or frustration in healthy ways, and how to navigate things like friendships, school, and stress.

Do you need to be a U.S. citizen?

No. You do not need to be a U.S. citizen but must be living in California.

Do you need insurance?

No. Insurance is not needed to use the BrightLife Kids program.

Is BrightLife Kids really free?

Yes. BrightLife Kids is a program that is entirely paid for by the Children and Youth Behavioral Health Initiative ([CYBHI](#)). The CYBHI is a \$4B+ package of investments initiated by Governor Gavin Newsom to support California's kids. One of the goals is to give kids and families the opportunity to receive expert behavioral health support in an easy-to-access, digital format, at no cost to the families.

What age ranges can benefit from BrightLife Kids?

Kids ages 0–12 and their parents/caregivers.

What about for kids older than 12 years old?

The state of California has also partnered with Kooth, to create a free program called Soluna that supports teens and youth ages 13–25. Visit [SolunaApp.com](#) for more information.

How do I know if we need coaching or therapy?

BrightLife Kids coaches are here to teach skills that help kids navigate through everyday challenges. They support parents and caregivers, too, by helping guide them through milestones, phases, and tough behaviors. So coaching is a great place to start — for all kids and parents/caregivers. Our coaches are also trained to know when a family might benefit from seeing a therapist, psychologist, or other professional. If that is the case for your family, your coach can bring a BrightLife Kids Care Guide in to help you with a Coach Specialist will help with information, guidance, and referrals.

How is BrightLife Kids different from school counselors?

School counselors care for every student, every day. They are a great in-person support, especially for kids with complex needs. But sometimes issues or questions come up after school, on weekends, and over holidays. Think of BrightLife Kids — with our 1:1 live coaching over video and on-demand resources — as an extra layer of support at no cost. We boost the support at school by helping with family, relationships, and the overall emotional development of children. Parents/caregivers and kids can get advice or information 24/7 from our library of articles and videos. They can also send a secure message to their coach anytime, visit our Peer Communities, or schedule a private, 1:1 video coaching session.

FAQs

How does BrightLife Kids work with school counselors or pediatricians?

BrightLife Kids is an added layer of behavioral health support for students and families. School counselors or pediatricians can direct kids and families to BrightLife Kids for help and guidance. However, parents/caregivers and kids do not need a formal referral from anyone to access the program.

Does virtual care work well for kids or is in-person care more effective?

Virtual care for kids and their parents/caregivers has been found to be just as effective as in-person care, especially for common concerns like managing worry, sadness, anger, sleep, or tantrums. BrightLife Kids will guide members to the right in-person care in the community if it's determined that a different type of care is required, or when an immediate response is needed to keep the child safe.

Is your team of providers diverse?

BrightLife Kids is committed to providing our families with diverse and inclusive care. Many of our coaches are bilingual in English and Spanish and have experience working with those who have LGBTQ+, BIPOC, and other important identities. They also come from diverse backgrounds (just like the families they work with) and are sensitive to different cultures, traditions, and values. And BrightLife Kids has partnered with Violet to make sure our coaches have the right training.

Are any services available in languages in addition to English?

Yes. We have coaches who are bilingual (English/Spanish) and we offer coaching in 17 other languages* via interpreter services. Some of our on-demand digital resources are also available in both English and Spanish.

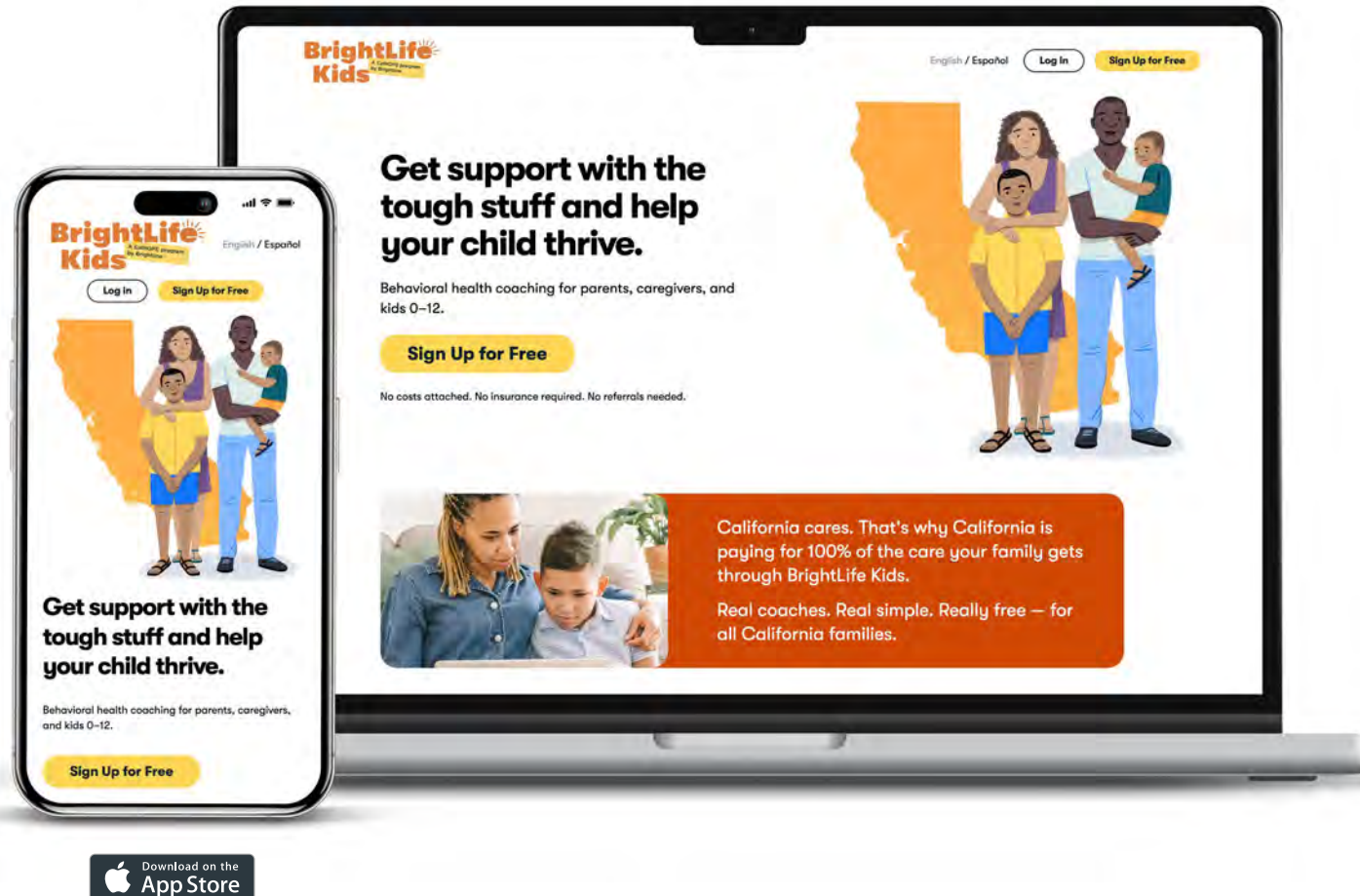
**Chinese, Vietnamese, Tagalog, Korean, Armenian, Russian, Farsi, Japanese, Arabic, Cambodian, Hindi, Hmong, Thai, Laotian, Punjabi, Mien, and Ukrainian.*

Does registration have to be completed by the parent/caregiver?

Yes, we ask that parents/caregivers complete the registration process for their kids.

THANK YOU AND HOW TO LEARN MORE

Thank you for trusting Brightline and for sharing BrightLife Kids. If you have any questions, please contact ce@hellobrightline.com.





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